(iv) the advertisement must not use particular colours and layout or presentations associated with prohibited products;

(v) the advertisement must not use situations typical for promotion of prohibited products when advertising the other products.

Provided further that all such advertisements shall be previewed and certified by the Central Board of Film Certification suitable for unrestricted public exhibition prior to telecast or transmission or retransmission";

[File No. 804/3/2005-BC-III/BC-II]

N. Baijendra Kumar Jt. Secy.

Note: The principal rules were published in Gazette of India, Part II, Section 3, Sub-section (i) vide number GSR 729(E) dated the 29th September, 1994 and subsequently amended by GSR 459 (E) dated the 8th October, 1996 and GSR 282 (E), dated the 11th May, 2006.

Pravasi Bharatiya Sammelan

942. SHRI SITARAM YECHURY: Will the Minister of OVERSEAS INDIAN AFFAIRS be pleased to state:

(a) whether Government are organizing Pravasi Bharatiya Sammelan with a purpose of motivating NRIs to invest in India;

(b) if so, the details of NRI investors who came forward with their respective investment proposals, country-wise;

(c) the details of investment proposals that are materialized so far; and

(d) the efforts being made by Government to persuade those investors who came forward to put them in place?

THE MINISTER OF OVERSEAS INDIAN AFFAIRS (SHRI VAYALAR RAVI): (a) The Pravasi Bharatiya Sammelan aims to connect more than 25 million overseas Indians and to bring the expertise and knowledge of the overseas Indian community to India and integrating it into India's development process.

(b) to (d) Government has put in place a liberal and transparent policy

for investment from overseas Indians. Most of the sectors are open to Foreign Direct Investment (FDI) under the automatic route. Under the FDI policy, the facility available to overseas Indians are give in the statement (*see* below). Separate data on investments made by overseas Indians is not maintained.

Statement

The facilities available to overseas Indians under FDI policy

1. Non-Resident Indians (NRIs) can invest upto 100% under the automatic route in the Housing and Real Estate Development for the following activities.

* Developments of services plots and constructions of built up residential premises;
* Investment in real estate governing construction of residential and commercial premises including business centers and offices;
* Development of townships;
* City and regional level urban infrastructure facilities, including roads and bridges;
* Investment in participatory ventures in the above activities;
* Investment in housing finance institutions.

2. NRIs can invest upto 100% in Indian companies engaged in Air Taxi operation. (For foreign companies Foreign Direct Investment (FDI) is permitted only up to 49%)

Other facilities for NRI

In addition to the investment under the FDI policy, NRI can also invest under other schemes under various Foreign Exchange Management Act (FEMA) Regulations in the following activities/Sectors:

* Mutual Funds.
* Investment in PSU Bonds.
* Investments up to 100% equity in proprietary/ partnership concerns, except in agricultural/plantation activity or real estate

business. (Foreign companies are not allowed to invest in partnership firms/ proprietary concerns).

* Portfolio Schemes: NRIs are permitted to invest in shares and debentures through secondary market purchase from the stock exchanges under the portfolio scheme. Investment limit are 5% and 10% respectively. These limits are over and above the Foreign Institutional Investors (FII) portfolio investments limits so as to ensure that NRI investment are not crowded out by FIIs.

* NRIs can acquire immovable property, other than agricultural land/ plantation property/farm house and transfer such property to a resident, another NRI.

New Leadership in Panchayat Elections

943. SHRI S. M. LALJAN BASHA: Will the Minister of PANCHAYATI RAJ be pleased to state:

(a) whether the Government feel that new leadership from new social sections have come to force in rural areas due to regulated and regular Panchayat elections;

(b) if so, the basis of the assumption or conclusion of Government;

(c) whether any survey has been done to determine the election of a new leadership in rural areas; and

(d) the details of the impact of elections and the system of elections on rural areas?

THE MINISTER OF PANCHAYATI RAJ (SHRI MANI SHANKAR AIYAR): (a) and (b) Yes, Sir. New leadership from new social sections such as Women and SC/STs have come to force in rural areas due to regulated and regular Panchayat elections. Against the 33% reservation for women, about 37.5% women had been elected in all the three tiers of Panchayats. About 19% SCs and 12% STs have been elected against on an average 15% and 7.5% reservation provided to these sections at the national level. (The reservation for SCs/STs in the Panchayati Raj Institutions is as per their percentage of population in each State/Union Territories).